

REMARKS/ARGUMENTS

Claims 19 and 20 have been added directed to the display of model part numbers by clicking on the name of a manufacturer; see, for example, page 3, lines 28 – 29 for support.

The rejections of claims 1, 5 – 7, 10, 11, and 14 – 16 under 35 U.S.C. §103(a) as unpatentable over Kopowski in view of Allsop US Patent No. 5,970,472, and the rejection of claims 8 and 17 further in view of Messer, are respectfully traversed.

Respectfully, the rejections are fundamentally flawed in two respects. First, the Examiner contends that Allsop discloses a method for electronic commerce similar to that of Kopowski, but that is not true in any aspect relevant to the issues addressed by the Examiner. The only thing similar about Allsop and Kopowski is that they both use the world wide web and are concerned with e-commerce.

Second, and more fundamental, is that the entire purpose of Allsop is to “provide[s] a customized user interface for ordering products only from the one specific manufacturer and dealer” (emphasis added, lines 18 – 22 of the Abstract, col. 2, lines 54 - 57), which is the antithesis of what is provided by Applicant’s claims. Indeed, the Examiner’s statement that “the previous version of the claims could be anticipated by showing a single manufacturer or vendor” (page 6, second full paragraph), while inapposite actually emphasizes Applicant’s point as Allsop goal, stated above is to provide access “one specific manufacturer or dealer” (ibid.)

The rejection is further remote from new claims 19 and 20, which call for the display of model part numbers by clicking on the name of a manufacturer. The Examiner implicitly acknowledged as much by referring to that limitation as being absent from the claims in refuting Applicant’s prior argument.

Applicant submits that the claims are in condition for allowance and respectfully solicits a Notice of Allowance.

The Commissioner is hereby authorized to charge payment of any fees required associated with this communication or credit any overpayment to Deposit Account No. 50-0337. If an extension of time is required please consider this a petition therefor and charge any additional fees which may be required to Deposit account No. 50-0337. A duplicate copy of this paper is enclosed.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Berliner', is written over a horizontal line.

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